

IN THE CLAIMS:

1. (Currently amended) A method for making a polymer or oligomer comprising the steps of:
 - (a) making a first monomer comprising a substituted aromatic or heteroaromatic group by:
 - (i) providing an aromatic or heteroaromatic group substituted with first and second director groups;
 - (ii) performing metalation by replacement of hydrogen at a first position on the aromatic or heteroaromatic group; and,
 - (iii) performing electrophilic substitution so as to provide a first substituent group at the first position; and
 - (b) contacting in a reaction mixture the first monomer with at least two further monomers that independently are the same or different from the first monomer under conditions so as to form a polymer or oligomer;
wherein the nature and positions of the first and second director groups regioselect the first position to be ortho to the first director group.
2. (Original) A method according to claim 1, wherein step (a) further comprises:
 - (iv) performing metalation at a second position on the aromatic or heteroaromatic group; and
 - (v) performing electrophilic substitution so as to provide a second substituent group at the second position;
wherein the nature and positions of the first and second director groups regioselect the second position.
3. (Currently amended) A method according to claim 1, wherein the first substituent group is selected from the group consisting of halide, B(OH)₂, B(OR)₂, organo stannane, alkoxy, alkoxyalkyl, alkyl, hydroxide, aryl, heteroaryl, silyl, triflate, and amide, and COCF₃.

4. (Currently amended) A method according to claim 3, wherein the first substituent group is selected from the group consisting of Br, I, SiMe₂C₈H₁₇, SiMe₂C₁₀H₂₁, and SiMe₃.

5. (Previously presented) A method according to claim 1, wherein metalation is performed by the addition of organo-lithium.

6. (Canceled)

7. (Previously presented) A method according to claim 2, wherein the nature and positions of the first and second director groups regioselect the second position to be ortho to the second director group.

8. (Previously presented) A method according to claim 1, wherein the first and second director groups are the same or different and independently are selected from alkoxy, alkoxyalkyl, amide, halide, haloalkyl, amino, aminoalkyl, carboxylic acid ester, urethane, carbamate, sulphonamide, sulphurylalkyl, and carbamide groups.

9. (Original) A method according to claim 8, wherein the first and second director groups are the same or different and independently are selected from the group consisting of CONEt₂, CONHCMe₂Ph, OCONMeCMe₂Ph, OCONEt₂, SO₂NHCMe₂Ph, and SO₂-tBu.

10. (Previously presented) A method according to claim 1, wherein the first and second director groups are different.

11. (Previously presented) A method according to claim 1, wherein the first and second director groups are the same.

12. (Previously presented) A method according to claim 1, wherein the aromatic or heteroaromatic group is selected from phenylene, fluorene, anthracene and naphthalene groups.

13. (Currently amended) A method according to claim 2-4, wherein step (a) further comprises a step of independently converting at least one of the first director group, the second director group, the first substituent group, and the second substituent group into a reactive group to form a monomer having two reactive groups that participate in polymerisation.

14. (Previously presented) A method according to claim 13, wherein the two reactive groups are para to one another.

15. (Previously presented) A method according to claim 13, wherein each director group independently is converted to a phosphonate, a carbonyl, a triflate or a halomethyl group.

16. (Withdrawn) A method according to claim 15, wherein the polymer or oligomer comprises an arylene vinylene repeat unit that is derived from the first monomer.

17. (Withdrawn) A method according to claim 16, wherein the arylene vinylene unit comprises a phenylene vinylene group.

18. (Previously presented) A method according to claim 13, wherein each substituent group independently is converted to a halide group.

19. (Original) A method according to claim 18, wherein the polymer or oligomer comprises a phenylene repeat unit that is derived from the first monomer.

20-45. (Canceled)

46. (Currently amended) A method according to claim 2, wherein at least one of the first and second substituent groups is independently selected from the group consisting of halide, $B(OH)_2$, $B(OR)_2$, organo stannane, alkoxy, alkoxyalkyl, alkyl, hydroxide, aryl, heteroaryl, silyl, triflate, and amide, and $COCF_3$.

47. (Previously presented) A method according to claim 46, wherein at least one of the first and second substituent groups is independently selected from the group consisting of Br, I, $SiMe_2C_8H_{17}$, $SiMe_2C_{10}H_{21}$, and $SiMe_3$.